

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Smart Media Group Inc/ POL**  
**814 King Street**  
**Alexandria, VA 22314**

<u>Contract / Revision</u>		<u>Alt Order #</u>
711181 /		06301496
<u>Product</u>		
<b>MARTIN FOR ATTY GEN</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/30/12 - 11/06/12	C30N06	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Martin,E / R / Attorney General	10/18/12 / 10/18/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
WEEKLY	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KSDK	Kristin Waskie	Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
		<u>Total Ratings</u>
		264.70
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1046		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/30/12	11/04/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$300.00	2.10			
2	KSDK	10/30/12	11/04/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00	2.10			
3	KSDK	11/05/12	11/06/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$300.00	2.10			
4	KSDK	11/05/12	11/06/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$300.00	3.40			
5	KSDK	10/30/12	11/04/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$550.00	3.40			
6	KSDK	10/30/12	11/04/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$550.00	3.40			
7	KSDK	10/30/12	11/04/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$550.00	3.40			
8	KSDK	10/30/12	11/04/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$550.00	3.40			
9	KSDK	11/05/12	11/06/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$550.00	3.40			
10	KSDK	11/05/12	11/06/12	6-7a	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$550.00	3.40			
11	KSDK	10/30/12	11/04/12	NBC Today 7-9A	7-9A		:30				NM	1	\$560.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
711181 /	06301496

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	MARTIN FOR ATTY GEN	C30N06

Advertiser	Original Date / Revision
Martin,E R / Attorney Ger	10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays									
Week:		Week:		-T-----				1					
									\$560.00				
12	KSDK	10/30/12	11/04/12	NBC Today	7-9A		:30				NM	1	\$560.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		--W----				1	\$560.00	3.80			
13	KSDK	10/30/12	11/04/12	NBC Today	7-9A		:30				NM	1	\$560.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		---T---				1	\$560.00	3.80			
14	KSDK	10/30/12	11/04/12	NBC Today	7-9A		:30				NM	1	\$560.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		----F--				1	\$560.00	3.80			
15	KSDK	11/05/12	11/06/12	NBC Today	7-9A		:30				NM	1	\$560.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		M-----				1	\$560.00	3.80			
16	KSDK	11/05/12	11/06/12	NBC Today	7-9A		:30				NM	1	\$560.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		-T-----				1	\$560.00	3.80			
17	KSDK	10/30/12	11/04/12	Sat 6-7A	6-7A		:30				NM	1	\$250.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		----S-				1	\$250.00	3.00			
18	KSDK	10/30/12	11/04/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$500.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		----S-				1	\$500.00	2.90			
19	KSDK	10/30/12	11/04/12	Sat 9-10a	9-10A		:30				NM	1	\$500.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		----S-				1	\$500.00	4.50			
20	KSDK	10/30/12	11/04/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$750.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		----S				1	\$750.00	5.10			
21	KSDK	10/30/12	11/04/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,250.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		--W----				1	\$1,250.00	8.60			
22	KSDK	10/30/12	11/04/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		---T----				1	\$1,350.00	8.60			
23	KSDK	10/30/12	11/04/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		--W----				1	\$1,350.00	8.60			
24	KSDK	10/30/12	11/04/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		---T--				1	\$1,350.00	8.60			
25	KSDK	10/30/12	11/04/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		---F--				1	\$1,350.00	8.60			
26	KSDK	11/05/12	11/06/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,350.00
		Start Date	End Date	Weekdays					Rate	Rating			
Week:		Week:		M-----				1	\$1,350.00	8.60			
27	KSDK	10/30/12	11/04/12	News Channel 5 at 5P Sat	5-530P		:30				NM	2	\$650.00
		Start Date	End Date	Weekdays					Rate	Rating			

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Advertiser	Original Date / Revision
Martin,E R / Attorney Ger	10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$650.00				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	KSDK	10/29/12-11/04/12		News Channel 5 at 5P Sat	5-530P	-----Sa--	:30		\$650.00	4.80	NM		
		See MG 27.2,27.3											
2	KSDK	11/03/12-11/03/12		Chicago Fire	8-9P	-----Sa--	:30		\$400.00	2.00	NM		
(M)	MG for 27.1 11/03												
3	KSDK	10/30/12-11/05/12		News at 10am	10-11A	MTuWThF----	:30		\$250.00	2.80	NM		
(M)	MG for 27.1 11/03												
28	KSDK	10/30/12	11/04/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$1,050.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S-	1				\$1,050.00					
29	KSDK	10/30/12	11/04/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,050.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S	1				\$1,050.00					
30	KSDK	10/30/12	11/04/12	Saturday Night Live	1030p-1205a		:30				NM	1	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S-	1				\$800.00					
31	KSDK	10/30/12	11/04/12	LN (Sa)	10-1035p		:30				NM	1	\$1,800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S-	1				\$1,800.00					
E 32	KSDK	10/30/12	11/04/12	630-7P Wheel of Fortune	630-7P		:30				NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	--W----	1				\$1,300.00					
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	KSDK	10/29/12-11/04/12		630-7P Wheel of Fortune	630-7P	---W-----	:30		\$1,300.00	9.00	NM		
	See MG 33.2,33.3												
N 33	KSDK	10/30/12	11/04/12	630-7P Wheel of Fortune	630-7P		:30				NM	2	\$3,900.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	----F--	1				\$1,300.00					
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	KSDK	10/29/12-11/04/12		630-7P Wheel of Fortune	630-7P	-----F---	:30		\$1,300.00	9.00	NM		
	See MG 33.2,33.3												
2	KSDK	10/31/12-10/31/12		630-7P Wheel of Fortune	630-7P	---W-----	:30		\$1,500.00	9.00	NM		
(M)	See MG 33.4,33.5												
3	KSDK	11/02/12-11/02/12		630-7P Wheel of Fortune	630-7P	-----F---	:30		\$1,500.00	9.00	NM		
(M)	See MG 33.4,33.5												
4	KSDK	10/30/12-11/02/12		630-7P Wheel of Fortune	630-7P	-TuWThF----	:30		\$1,950.00	9.00	NM		
(M)	MG for 33.2,33.3												
5	KSDK	10/30/12-11/02/12		630-7P Wheel of Fortune	630-7P	-TuWThF----	:30		\$1,950.00	9.00	NM		
(M)	MG for 33.2,33.3												
E 34	KSDK	10/30/12	11/04/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S-	1				\$400.00					
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	KSDK	10/29/12-11/04/12		630-7P Wheel of Fortune Sat	630-7P	-----Sa--	:30		\$400.00	5.80	NM		
	See MG 33.2,33.3												
35	KSDK	10/30/12	11/04/12	Football In America	6-715p		:30				NM	1	\$1,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	-----S	1				\$1,500.00					

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Contract / Revision 711181 /	Alt Order # 06301496	
Contract Dates 10/30/12 - 11/06/12	Product MARTIN FOR ATTY GEN	Estimate # C30N06
Advertiser <b>Martin,E R / Attorney Ger</b>		Original Date / Revision 10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays									
		Start Date	End Date	Weekdays									
36	KSDK	10/30/12	10/30/12	Days of Our Lives	1-2P		:30				NM	1	\$450.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
37	KSDK	11/01/12	11/01/12	Days of Our Lives	1-2P		:30				NM	1	\$450.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
38	KSDK	11/02/12	11/02/12	Days of Our Lives	1-2P		:30				NM	1	\$450.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
39	KSDK	11/05/12	11/05/12	Days of Our Lives	1-2P		:30				NM	1	\$450.00
Week: 11/05/12		Start Date	End Date	Weekdays					Rate	Rating			
40	KSDK	10/31/12	10/31/12	Jeopardy	430-5p		:30				NM	1	\$825.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
41	KSDK	11/01/12	11/01/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,250.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
42	KSDK	11/02/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,250.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
43	KSDK	11/05/12	11/05/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,250.00
Week: 11/05/12		Start Date	End Date	Weekdays					Rate	Rating			
44	KSDK	10/31/12	10/31/12	LN (M-F)	10-1035p		:30				NM	1	\$1,500.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
45	KSDK	11/01/12	11/01/12	LN (M-F)	10-1035p		:30				NM	1	\$1,500.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
46	KSDK	11/02/12	11/02/12	LN (M-F)	10-1035p		:30				NM	1	\$1,500.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
N 47	KSDK	11/05/12	11/05/12	LN (M-F)	10-1035p		:30				NM	1	\$600.00
Week: 11/05/12		Start Date	End Date	Weekdays					Rate	Rating			
<u>Spot Ch Date Range Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSDK	11/05/12-11/11/12	LN (M-F)		10-1035p	M-----	:30	\$1,500.00	6.50	NM			
<u>See MG 47.2</u>													
2	KSDK	11/03/12-11/03/12	Chicago Fire		8-9P	-----Sa--	:30	\$600.00	6.50	NM			
<u>MG for 47.1 11/05</u>													
48	KSDK	11/01/12	11/01/12	Rock Center with BW	9-10P		:30				NM	1	\$2,100.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
49	KSDK	10/30/12	10/30/12	NBC Today 7-9A	7-9A		:30				NM	1	\$560.00
Week: 10/29/12		Start Date	End Date	Weekdays					Rate	Rating			
50	KSDK	10/31/12	10/31/12	NBC Today 7-9A	7-9A		:30				NM	1	\$560.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Amount
											Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/29/12	11/04/12	--W---				1	\$560.00	3.80		
51	KSDK	11/01/12	11/01/12	NBC Today 7-9A	7-9A		:30				NM	1 \$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---				1	\$560.00	3.80		
52	KSDK	11/02/12	11/02/12	NBC Today 7-9A	7-9A		:30				NM	1 \$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--				1	\$560.00	3.80		
D 53	KSDK	11/02/12	11/02/12	NBC Today 7-9A	7-9A		:30				NM	0 \$0.00
54	KSDK	11/05/12	11/05/12	NBC Today 7-9A	7-9A		:30				NM	1 \$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>	<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----				1	\$560.00	3.80		
<b>Totals</b>											264.70	53 \$44,985.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	43	\$38,555.00	\$32,771.75
11/05/12 - 11/11/12	10	\$6,430.00	\$5,465.50
<b>Totals</b>	<b>53</b>	<b>\$44,985.00</b>	<b>\$38,237.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.